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Catalogue and Price List U.S. Department of Agriculture

1950

RENNIE'S HIGH GRADE
Strawberry Plants

New England's Best



GEORGE RENNIE FARM

Strawberry Specialists

ANDOVER,

MASSACHUSETTS

Telephone 706

1908—1950

Once again we are pleased to greet our many customers, both old and new. We thank them heartily for their patronage. We especially thank those who have recommended our plants to their neighbors and friends.

For 42 years we have been growing and shipping strawberry plants, starting in 1908 in a small way. The business has increased from a few thousand plants the first year, until now we are shipping plants to all the northeastern states. The land here is ideal for growing plants, a light sandy loam, which causes the plants to go down deep into the soil, making very large roots that are sure to grow. We grow all our own plants and if we should be sold out of any variety, we say so, never buying from anyone to fill your order as some growers do. In digging plants we dig a whole row, discarding all small plants, also the old or mother plants. Our plants are all dug after your order is received, taken to the packing room, cleaned and trimmed, ready to set out in the field. This trimming of the plants makes them very easy to set out and saves you much time and labor, just when you are rushed with your Spring work.

Trusting that we shall continue to receive a share of your patronage and hoping that this will be a successful and prosperous year for you, we are

Very truly yours,

THE GEORGE RENNIE FARM

Wallace Rennie, Owner.

BRIEF CULTURAL DIRECTIONS FOR THE BEGINNER

Soil. Almost any land that will grown corn will grow strawberries.

When to Plant. The earlier in the Spring the better. As soon as you can prepare the ground in good shape so the Spring rains will give the plants a good start. Plants do best when set before they start to grow very much.

Preparing the Ground. Spade or plow under a good coat of barnyard manure, then harrow till it is nice and mellow. If barnyard manure can't be had you can use hen manure or a 4-12-4 fertilizer, 1,000 lbs. to the acre spread broadcast, then harrow it in.

Planting Distance Apart. We recommend making the rows four feet apart and setting the plants 18 to 30 inches in the row, depending on the variety and the fertility of the soil. On good land vigorous plants set at 24 to 30 inches between plants will make a good fruiting row. You will get a bigger yield and the berries will be fancier than if the plants were set nearer and allowed to mat too close. This will also make the initial cost of your planting lower.

Setting the Plants. A good many strawberry growers use a spade to make the holes to set the plants in, one man to make the holes and another to set the plants. Others use a mason's trowel. Push it straight down in the ground, then push back and forward, this makes a V shaped opening. Hold the plant with the left hand while you fill in the earth with the right, then firm the earth around the plant. Be sure to set plants very firm in the ground.

More plants die every year from being set too loose in the ground than all other causes combined. Great care should be taken to set the plant at the right depth, with the crown of the plant even with the surface of the ground.

Picking Blossoms from New Set Plants. The standard or June bearing varieties are not expected to produce a crop the year they are planted. The blossom stems should be pinched from all plants as soon as they appear. This throws the strength into the plant and makes strong, healthy plants that will grow a big crop of fruit the following season. Everbearing varieties should have all blossoms picked off until July 1st of the first year. This will give you berries during late Summer and Fall the year they are planted.

Cultivation. We recommend shallow cultivation as soon as the plants are set. This levels the ground and holds the moisture. Cultivation should be kept up right through the growing season. About the last of November plants should be covered with two inches of meadow hay, rye straw or pine needles, or any covering you may have handy provided it is free from weed seeds.

Profit and Pleasure in Growing Strawberries.

Strawberries yield quicker returns than any other fruit crop. With no other fruit crop can you set plants or trees one Spring and harvest a full crop of fine fruit the next Spring. "Strawberries bring in early money." They are one of the first crops to be harvested in the Spring. They bring in money when most needed just after a hard Winter. No other crop has brought the farmer as much profit during the past few years as the strawberry crop.

STANDARD VARIETIES

Howard 17, (Per.) Early. Since the Howard was introduced in 1915 it has replaced all other early berries. Its great productiveness, large size, nice color and smooth even shape puts it in a class by itself. The Howard 17 is the variety that all new varieties are judged by. Growers have made more money with Howard 17 than any other variety.

Here is a list of some of the good points of Howard:

(1) Soil. Howard does well on any kind of soil, and in any climate, out-yielding all other varieties

(2) The berries are very productive. No other variety yields more quarts per acre.

Take notice when you are picking off the blossoms from your newly set plants, you will have two, three or four fruit stems to pick off the Howard plants; on most other varieties you will have only one or two stems to pick off.

(3) The berries are beautiful in appearance, having a bright, glossy color, a berry that looks good in the box or in the crate. Howard and Catskill are the only fancy berries that are a market berry all the other fancy berries are poor yielders.

(4) Howard berries are of large size and hold their size well throughout their long bearing season, a very easy berry to pick as it has no green points. We have one of the best strains of Howard 17 in New England, as we use only the best plants in our breeding beds.

6 GEORGE RENNIE FARM, ANDOVER, MASS.

The Howard should not be allowed to set too many plants, as after heavy rains they will not dry off. Berries will be soft and there will be some rot. Keep plants well spaced. This gives them a chance to dry off after rain.

We set out more Howard 17 plants than all other varieties combined and still we get sold out on them most every year. To make sure of getting the plants you want, send your order in early. Don't wait until late in the season. Send a small remittance with your order, balance when you want plants shipped.

By Parcel Post Prepaid

25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	1000 plants
\$8.75	\$10.75	\$12.50	\$22.00

By Express or Called For at Farm Not Prepaid

25	50	100	200	300	400
\$1.00	\$1.75	\$3.00	\$6.00	\$8.50	\$10.50
		500	1000		
		\$12.25	\$21.50		

If you should order your plants over the phone be sure you get the right number. Andover 706. Ask for George Rennie Farm.

PREMIER EXTRA EARLY

We have always believed Howard 17 and Premier to be of the same variety. However, some of our customers have purchased the plants under the name of Premier. We purchased our Premier plants from a leading Michigan grower, and any of our customers may have the true Premier by ordering them under that name.

Prices same as Howard 17.

ROBINSON (Scarlet Beauty) Per.

Robinson, also known as Scarlet Beauty, is a medium size plant with long root system and is a vigorous grower. They should not be set closer than 30 inches between plants to help keep them from crowding.

The berries are a brilliant red color, have honey sweet flavor and are very large and firm and keep their size until the end of the picking season. Include a few Robinson in your order this Spring and compare them with your Howard 17 or Catskill.

By Parcel Post Prepaid			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	\$500 Plants	1000 Plants
\$8.75	\$10.75	\$12.50	\$22.00

By Express or Called For at Farm					
25	50	100	200	300	400
\$1.00	\$1.75	\$3.00	\$6.00	\$8.50	\$10.50
	500	1000			
	\$12.25	\$21.50			

CATSKILL (Per.) Midseason

The Catskill is a midseason berry; ripens about a week after the Howard 17. A cross of the Marshall and Howard 17, the plants are large, very vigorous and yield very heavy crops. The berries are very large, firm, bright red in color, glossy and attractive, and good quality. The bright shiny red berries make an attractive package in the basket or in the crate. The berries are so large they should be sold in trays, rather than in crates. On rich land the Catskill makes too many plants and should not be allowed to set too many as we find the largest and finest berries are always where plants are fairly wide apart. The Catskill keeps good size to the last picking and to be at its best should have fairly heavy and rich land. Anyone growing for market cannot go wrong in planting Howard 17 for early and Catskill for midseason to late. The berries are produced on strong stems that keep the berries up off the ground. They dry off after heavy rain and you get very few rotten berries. Not quite as heavy a cropper as the Howard 17. The Catskill is getting to be better known now. Every year we increase our planting of Catskill. Plant the Howard 17 on the light to medium land and the Catskill on the heavy land.

By Parcel Post Prepaid

25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.25	\$3.50	\$6.50
300 Plants	400 Plants	500 Plants	1000 Plants
\$9.00	\$11.00	\$13.00	\$24.00

By Express or Called For at Farm

25	50	100	200	300	400
\$1.00	\$2.00	\$3.25	\$6.25	\$8.75	\$10.75
		500	1000		
		\$12.75	\$23.50		

Commonwealth of Massachusetts**STATE DEPARTMENT OF AGRICULTURE**

Official Certificate No. 64

Boston, July 18, 1949

To Whom It May Concern:

This is to certify that I have this fifteenth day of July completed the inspection of the strawberry stock of George Rennie Farm grown at Andover, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or Garden.

This certificate good until July 1, 1950

Inspected by H. Bain

(Signed) Q. S. Lowry,
Assistant Director.**SPACING OF PLANTS**

Most growers allow far too many plants to set in the row. We believe that the largest crops of the finest berries can be grown in rows two and a half to three feet wide with runner plants spaced seven or eight or even nine inches apart. Any plants that set closer than this should be treated as weeds and should be cut out with the hoe when hoeing the plants. Have one end of the hoe very sharp for this purpose. In the matted row you will find the most and largest berries are at the side of the rows. That is because they have more moisture than plants in the middle of the rows. In the spaced rows they have all the moisture they need to make large fruit. In the spaced rows you have very little rot as they dry off better after rain. You also get larger berries in a dry season. We have a customer on the North Shore that set out 500 Howard 17 plants. He allowed each plant to make only eight runners

You will do us a favor by showing this catalogue to your friends.

spaced nine inches apart and he picked from the 500 plants 1300 quarts of berries. Many of the growers in that town are following his system now. Some growers may think this is too much work. Suppose you try spacing the plants in two or three rows and compare with the rest of your bed.

HOW WE PREPARE OUR LAND FOR STRAWBERRIES

We plant one quarter of our land to strawberry plants every year. Every Fall the land that is not in strawberries is planted to Winter rye. This is plowed under in the Spring, about the middle of June. Then we plant buckwheat and this is plowed under when it starts to form seed. This keeps the land well filled with humus and holds the moisture. When a dry time comes the plants will never show it.

We fertilize with hen manure mostly and stable manure when we can get it. This is plowed under in the Fall. The land is plowed again in the Spring, then harrowed until it is nice and mellow and ready for planting. We always get our plants set out between the first and twentieth of April. About two weeks after planting we use a 4-12-4 fertilizer to start the plants, a handful to every five or six plants, then hoe it in.

Order your plants early. A small remittance is all that is required with your order. Send balance when you want plants shipped.

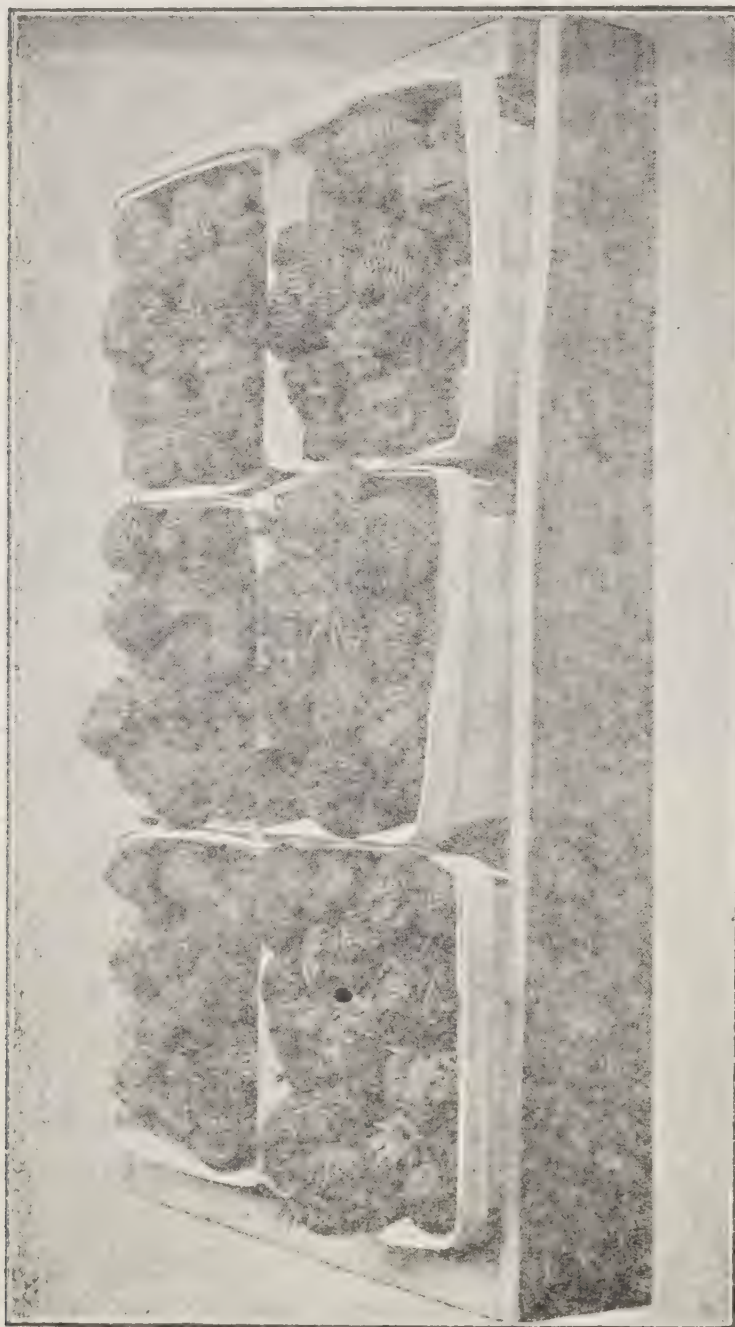
ORDER YOUR PLANTS EARLY

Due to the dry period we had last year there will be a heavy demand for plants this Spring. We were fortunate that our plants had made a very good growth early in the season and we have an ample supply and hope to have enough to fill all orders sent to us.

When your order is received by us it is booked and the plants are reserved in the fields until the time you want them. We estimate the number of plants we believe we have in the fields and as soon as we have booked this amount we are forced to refuse any more orders. Later in the season as our back orders are mostly sent out we sometimes have a few more plants and start taking a few more orders again. This may explain to some who had their orders refused and later find a neighbor or friend was able to get plants much later in the season from us. We try to play no favorites and treat all our customers the same.

The next two or three years should be very profitable for the man who has the time to give good care to his strawberry plants. Fancy berries sold in Andover last year at very good prices, and stores could not get enough of them to supply their trade. It will take you no longer to plant, cultivate and harvest your berries at these good prices than when they are sold for much less and therefore your margin of profit will be much larger per quart than ever before.

Again we say, if you are planning to order some of our plants won't you place your order early so we may reserve your plants for you.



A Tray of Everbearing Berries

**We Pay Parcel Post Charges—You Pay Express
Charges**

GEM EVERBEARING (Per.)

We have tried most of the everbearing varieties and we consider Gem to be the best.

Introduced to the trade in 1934, Gem makes a very vigorous growth of medium sized plants. The foliage is very healthy with no leaf spot. The berries average large in size, are bright red in color, very showy and attractive in the box and very firm. The Gem does well grown in the hill system or narrow row. For the narrow row set plants 18 inches apart in the row, with rows $3\frac{1}{2}$ feet apart and let each plant make six to eight runner plants. A good berry for home use or market.

Gem plants should be set as early as you can prepare the land in good shape. Keep all blossoms picked off until July 4th. They should start to fruit about August 1st and continue to fruit until last of October. They will also bear a crop the next Spring. They should then be plowed under, as they don't fruit enough to bother with the second Fall.

By Parcel Post		By Express or Called For at Farm
Prepaid		Not Prepaid
25 Plants	\$ 1.75	\$ 1.50
50 Plants	3.25	3.00
100 Plants	4.75	4.50
200 Plants	8.75	8.50
300 Plants	11.75	11.50
400 Plants	14.00	13.75
500 Plants	16.00	15.75
1,000 Plants	26.00	25.50

We use pint baskets for marketing our Everbearing berries. We find they sell better than in quart baskets.

A WORD ABOUT VARIETIES

The varieties that we offer in our catalog are those that have been tried and have given good results in most soils and climate here in New England.

Each year we have inquiries about different kinds of strawberries and we offer the following comments on the varieties listed below which we have grown and tested on our own farm. We do not have any of these kinds for sale.

Dorsett—Sets too many plants, is a poor pollinizer and is susceptible to frost injury.

Fairfax—Flavor excellent, but berries after first picking are very small and yield is light.

Fairland—Vigorous grower, heavy yielder, but berries have tendency to be soft and have very poor flavor.

Sparkle—Vigorous grower, heavy yielder, good flavor, but the berries are medium to small in size and the plants are susceptible to leaf spot.

Redstar—Late variety, but very light yielder.

Evermore (Minn. 1166) Everbearing—Berries are soft and decay quickly, flavor very poor.

Streamliner Everbearing—Strong healthy plant, berries large and firm, but a very light yielder.

We are always on the lookout for new varieties and when we find any that have good qualities we will offer them to the trade.

BERRY SITUATION FOR 1950-51

Due to the weather in many of the plant growing sections of the country, the available supply of plants will not be as large as during 1949 and will result in smaller acreage being planted. This will make prices paid for berries next year as high as the good prices that we had last Summer, and will have this year. The first picking should easily pay for the entire cost of your plants. Customers report yields at the rate of from seven to fifteen thousand quarts per acre from the healthy, strong plants that they bought from us. With labor scarce along with high prices paid for berries it will more than ever pay you to plant strong, high yielding plants. Order early and only buy this year as many plants as you will be able to give good care to. Every farm or garden should have some strawberry plants growing this year. A small planting will give you plenty of berries for yourself and all extra berries will find a waiting market at fancy prices. If you want plants this year order now and avoid disappointment.

We do not have strawberry plants for sale in the Fall. We find that plants set in the Spring usually start to grow faster and are easier to take care of. There is also a danger that Fall set plants may winter kill.

How to Reach Our Farm by Automobile

Come to Andover Square, then go down Central Street and under the railroad bridge, keep to the left, then first right. Our farm is the ninth house on the right on Argilla Road.

16 GEORGE RENNIE FARM, ANDOVER, MASS.

Norwich, Vermont
April 26, 1949

George Rennie Farm
Andover, Mass.

Dear Sirs:

Please find enclosed Money Order for \$3.25 for an order of 100 Catskill Strawberry Plants.

We have had wonderful luck with these plants in previous years. They are by far we think one of the finest berries, and are also excellent in freezing for winter use.

Yours truly,

(Signed) John J. Johnson

Chester, N. H.
May 3, 1949

George Rennie Farm
Andover, Mass.

Dear Sirs:

Enclosed is check for \$3.25 for which please send me 100 Howard 17 Strawberry Plants about May 10th to 15th. I hope that I am not too late with my order as we have had your plants for several years and like them very much.

Respectively,

(Signed) L. S. Herrick

131 Wren Street
West Roxbury, Mass
4/16/49

George Rennie Farm
Andover, Mass.
Gentlemen:

I enclose check for \$3.25 for which please send me fifty Gem Everbearing strawberry plants at your early convenience.

The plants I ordered from you two years ago arrived in excellent condition and proved to be thoroughly satisfactory in every respect. I have freely recommended your plants to friends interested in strawberry culture.

Very truly yours,

(Signed) Thomas A. O'Keeffe

PLEASE USE THIS ORDER BLANK

GEORGE RENNIE FARM

Strawberry Specialists

Andover, Mass.

Please forward to **Date of Order**.....

Name

Post Office **R. D. No.**.....

Express Office **P. O. Box**

County **Street**

State **Ship by**
(Mail or Express)

Ship plants on or about

Please write name and address plainly, and fill all blanks.
Always state how goods shall be sent, attach price to each
article and add up accurately. **MAKE CHECKS OR MONEY
ORDERS PAYABLE TO GEORGE RENNIE FARM.**

Quantity	Variety of Stock Ordered	PRICE	
		DOLLARS	CENTS
	✓ Howard 17		
	✓ Premier		
	✓ Catskill		
	Robinson (Scarlet Beauty)		
	✓ Gem Everbearing		
	Total		

**If You Order Late in the Season Give a
Second Choice**

True to Name. While we use every precaution to have all plants, etc., true to name (we believe we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the cost of stock should any prove otherwise than as represented.

Please write below the names and addresses of any acquaintances and friends who might be interested in, or buyers of strawberry plants, and we will send them a catalogue.

Three Elm Poultry Farm
Route 1
So. Berwick, Maine
May 12, 1949

George Rennie Farm
Andover, Mass.

Dear Sirs:

I trust I am not too late to get some strawberry plants again this year. The plants I got last year flourished beautifully and they are well blossomed, and I am looking for a good crop. I would like to set out another bed this year.

Enclosed please find a check for \$10.75 for 400 Howard 17 which you may ship as soon as convenient for you as I have the bed already.

Thanking you in advance, I am

Sincerely,

(Signed) Reginald P. Clark

Litchfield Turnpike
Bethany, Connecticut
March 23, 1949

George Rennie Farm
Andover, Mass.

Dear Mr. Rennie:

Please send 50 of your Howard 17 plants by parcel post.
Enclosed is my check for \$2.00

The Catskills you sent last year were wonderful.

Very truly,

(Signed) Eloise Mallner

2316 N-75th Ave.
Elmwood Park 35
Illinois
April 25, 1949

George Rennie Farm
Andover, Mass.

Dear Sirs:

Received my 200 Strawberry Plants in good shape. I want to thank you for such healthy and strong plants, the best plants I've ever received from any grower. The roots are strong and plenty solid.

Many thanks.

Sincerely yours,

(Signed) Frank Pilz

81 South Prospect St.
Millers Falls, Mass.
May 7, 1949

George Rennie Farm
Andover, Mass.

Dear Sirs:

Enclosed please find my order for 100 Catskill Strawberry Plants.

The looks of the plants which I bought from you and set out last year prompts me to order more.

Hoping that it is not too late to order, I remain

Yours truly,

(Signed) Frank Konsevich

**Be Your Order Large or Small, We Will Treat You
"On the Square"**

Terms—Cash must accompany all orders. No plants shipped C. O. D.

How to Remit—Post Office, Express, Money Order, Registered Letter or Bank Draft.

Claims—Must be made on receipt of plants, so that mistakes (should any have been made), may be promptly corrected.

All plants are fresh dug when wanted, kept away from both sun and wind, taken to the packing room to be **trimmed** ready for planting; tied in bunches of 26, labeled and set in moss in light boxes or crates, and delivered to the post office or express office at Andover, Mass.

We take the greatest care to have all plants true to name and in case any should prove otherwise we will not be liable for any amount greater than paid us for the plants.

Orders should be sent as soon as possible and your order will be booked and shipped when wanted.

A card will be sent notifying you when plants are shipped by express, so you can be on the lookout for them.

GEORGE RENNIE, FARM, Andover, Mass.

Get Your Order In Early